

Creating 2020 Vision

Bringing the Future Into Focus...

A symposium for Workforce, Economic Development and Education Leaders, hosted by
the Workforce Investment Boards of Riverside & San Bernardino Counties, and the State of
California Employment Development Department

October 13, 2006

8:30 A.M. - 1:30 P.M.

Loma Linda University

Complimentary continental breakfast and buffet lunch will be served

“While the world has changed, our institutions have lagged behind. Increasingly global markets and international competition, rapid technological change advancement and an aging workforce confront this state with a critical challenge.” - *California's EDGE: Keeping California Competitive, Creating Opportunity White Paper*

Is our region ready to meet this challenge? Please join the members of the Riverside and San Bernardino Counties Workforce Investment Boards in dialogue and action planning to ensure our region is bringing together economic development, education and the business community to cooperatively address these challenges and enhance our strengths.

During the morning session, we will hear from our keynote speaker, Rohit Talwar, an international futurist, who will define the challenges we face and begin addressing them through regional collaboration with the help of Joan Klubnik, a skilled facilitator with an extensive background in globally competitive business.

Please RSVP by no later than Friday, October 6, 2006
to Veronica Rivera at 909.387.9859
or e-mail her at:
vriviera@wdd.sbcounty.gov

About the Speakers...



Rohit Talwar

Keynote Speaker, CEO Fast Future

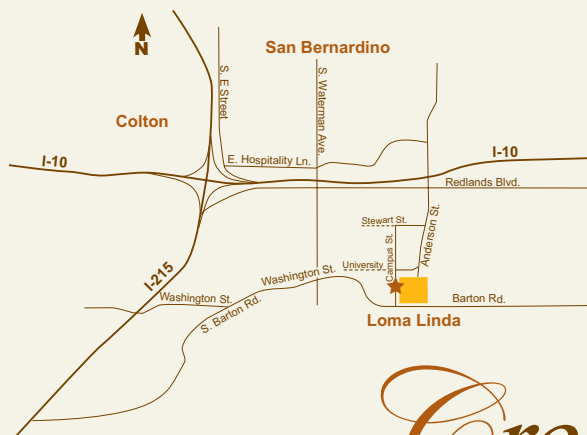
Rohit Talwar is internationally recognized as an innovative thinker and thought provoking speaker on future global trends. He has consulted on 5 continents and in more than 20 countries, sharing insights from over 10,000 hours of his global team's research. His compelling future business insights will stimulate conversation among the attendees on how to improve our ability to work together to make the most of opportunities to come. www.rohittalwar.com



Joan P. Klubnik, Ed.D.

Facilitator

Joan Klubnik, an associate of Strumpf Associates: Center for Strategic Change, was formerly a Vice President at Transamerica Life Companies. She has provided consultancy and training services for nearly two decades, facilitating strategic and operational change in public and private sector organizations. She has served as an adjunct professor and program designer at Chapman University, California State University at Long Beach and Fullerton, and the University of California, Irvine Campus.



Loma Linda University

Wong Kerlee International Conference Room
11175 Campus Street, Loma Linda, CA 92350

Parking:

Lot X, located on the corner of Campus and Stewart
A shuttle is provided every five minutes to the
Wong Kerlee International Conference Room

Creating 2020 Vision

Bringing the Future Into Focus

A Symposium for Workforce, Economic Development and Education Leaders

COUNTY OF
SAN BERNARDINO



ECONOMIC DEVELOPMENT AGENCY
WORKFORCE INVESTMENT BOARD

EDD Employment
Development
Department
State of California



Vision 2020

Creating 2020 Vision Bringing the Future into Focus...

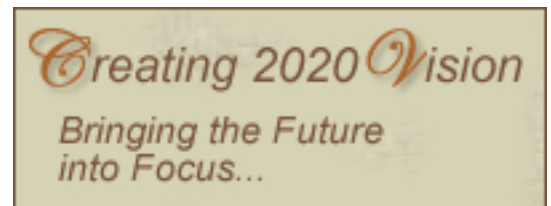
On October 13, 2006 one hundred Inland Empire leaders in education, workforce and economic development gathered to

- Understand the possibilities and challenges to an enhanced workforce and economy
- Brainstorm action plans to develop a strong economic future

This symposium is the start of a process to focus our vision and strategic planning to be more effective and efficient in developing our workforce for Riverside and San Bernardino counties. Because they understand that the base for a strong economy is a well skilled and competitive workforce, the California Employment Development Department and the Workforce Boards of both Riverside and San Bernardino Counties sponsor this process.

Below are the results of the October 13th discussions. The ideas listed here will be used to develop action plans at our next session on March 29, 2007. Please review these ideas and provide your feedback and thoughts via email to [Kathy Fortner](#). We will use them to further refine and focus the activities at our next session.

- ...→ [Bring Groups Together](#)
- ...→ [Education Responding to the needs of Industry](#)
- ...→ [Develop a clear and concise joint vision](#)
- ...→ [Leadership](#)



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Bring Groups Together

What key points did you hear in the presentation (or know through other work you have done) that require action, either through your agency, another agency, or through some collaborative effort?

 [Display Brainstorming List](#) [PDF-39 KB]

What Key Action Steps will need to be taken?

- ID the key decision-makers
- Share Strategic Plans in order to create a Regional Strategic Plan
- ID Key Issues
- ID Resources

What is the desirable first action step?

- Create a Regional Board

What things will most likely help or hinder action?

- Turf-Work together
- Common Language
- Not knowing all the players
- Common information and data sharing
- Best Practices
- Recognition of common problems by decision makers

Who are likely potential champions/leaders?

- S.B. Pro. Ed. Alliance
- Chairs of 2 Workforce Boards
- Presidents of Community and 4-year Colleges
- Chairs of Board of Supervisors
- Faith-based and CBOs
- EDD
- Business and Individual Organizations
- Labor Representative
- Public and Private Economic Development Directors
- ROP and K-12

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Education Responding to the needs of Industry

What investment, in the broad sense of effort, will the Inland Empire have to make over the next 5 years to ensure prosperous communities and competitive industries? Consider the following areas of effort: Partnering, Funding, Human Asset Development

 [Display Brainstorming List](#) [PDF-33 KB]

What Key Action Steps will need to be taken? <ul style="list-style-type: none"> • Identify the needs of Industries • Funding (money) • Buy-in from Education and Industries 	What is the desirable first action step? <ul style="list-style-type: none"> • Create an advisory Board
What things will most likely help or hinder action? <ul style="list-style-type: none"> • Eliminate No Child Left Behind Law (barrier) • Expediting curriculum processes throughout education 	Who are likely potential champions/ leaders? <ul style="list-style-type: none"> • Educators • Industry WIBs • Community Leaders • Elected Officials

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Develop a clear and concise joint vision

How can the strategic plans of our individual agencies be managed to achieve a shared vision for the increased prosperity of the Inland Empire?

 [Display Brainstorming List](#) [PDF-45 KB]

<p>What Key Action Steps will need to be taken?</p> <ul style="list-style-type: none"> • Identify all available resources 	<p>What is the desirable first action step?</p> <ul style="list-style-type: none"> • Identify decision-makers • Bring decision makers from all organizations together • Find commonalities in existing vision statements • Have 1 Leadership Council (I.E.E.D. C.) • No Secrets
<p>What things will most likely help or hinder action?</p> <ul style="list-style-type: none"> • Lots of groups, no single voice for stakeholders • Entities don't share information • Legislation • Egos • Turfdoms • Competing Interests 	<p>Who are likely potential champions/ leaders?</p> <ul style="list-style-type: none"> • Former Board of Supervisors • Legislators • Current Community Leaders • Corporate Leaders • Education

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Leadership

What has to be in place so that agencies, business, education and existing partnerships can strengthen the Inland Empire's existing and future workforce?

 [Display Brainstorming List](#) [PDF-31 KB]

What Key Action Steps will need to be taken?

- Create a Regional Consortium
- Commitment (Personnel and Money)
- Identify the "Leaders" (include decision makers)

What is the desirable first action step?

- Determine your goals/objectives (Strategic Planning)
- Stop doing what you have always been doing, just because you are now doing it
- Rally the troops together to create a "sense of urgency"

What things will most likely help or hinder action?

- Mindset of Current Leadership
- Cooperation and communication between partners
- Make-up of current and future Workforce
- Breakdown Barriers (geographic, cultural agency bureaucracies)
- Funding (agencies have their own budgets)

Who are likely potential champions/leaders?

- Business
- Teachers
- Parents
- Students
- Stakeholders
- Economic Development
- Groups
- "Me"
- Higher Education

Vision 2020

Bringing the Future into Focus

Friday October 13, 2006

Brainstorming

1. What key points did you hear in today's presentation (or know through other work you have done) that require action, either through your agency, another agency, or through some collaborative?

- Quality, Well Educated Workforce
- Business and Education working together
- Work with Parents
- Work with Students earlier in the system
- Counselors need to be aware of what's out there
- Foundations for Funding
- Make sure our state is business friendly – government
- Make the state a place they want to live
- Infra-Structure; quality of place; social life, schools; companies will go where talent is
- Human asset development; career ladders, options, tools - they need to change mindset
- Council-someone to go between all parties to connect them
- Start with First Five
- Education to develop new curriculum-based employer needs
- Ethics-Start early
- Begin teaching Economic Development at a young age
- Partner with Convention and Business Bureaus, Chambers
- Re-Structure Business/Infrastructures, environment friendly buildings
- Use political action to remove money, use restrictions
- Access to Scholarships
- Stress value of higher education
- Lifelong learning, continuing education
- Help youth understand relevance of education
- Program to bring students who leave community back to community
- Invest in cultural resources we have
- Improve/Develop "Soft Skills"
- Reward Innovation
- Step into the Future
- Develop joint vision - clear and concise
- Look outside your organization for ideas, understand resources others can bring to the table
- View how others use Resources
- Do not be afraid to step outside comfort zone
- Collaborative communication-ongoing and consistent
- Prepare our youth for the future
- Identify industry needs
- Build infrastructure which can support future growth
- Constantly evaluate and modify our goals
- Continue to share "Best Practices"
- Pipe down industry clusters to junior high
- Get Faith-Based organizations involved
- Model great programs already existing
- More Community Involvement
- Find other Communities that are doing this well
- Further Education/Lifelong Education
- Create an I.E. Social Network of Information
- Social Networking - I.E. Online Community
- Riverside and San Bernardino - WIB Boards as One

- Community Colleges - New Training
- K-12 Overhauled
- Attracting CEOs for Conventions
- Virtual Reality (incubators)
- Engage Community Colleges and Universities to keep graduates locally
- Create tax incentive for business attraction
- Look also for industries that don't need infrastructure
- Develop ANGEL networks (Venture Capitol)
- Better vision and future planning
- Business speaker bureaus of CEOs to speak to others on advantages
- WIBs come up with 5 strategies goals that are measurable (Executive WIBs then Regional 5 Committee)
- Regional Stop List
- Balancing Rural/Urban Economies
- Don't Reinvent (Copy other Visionaries)
- Emphasis on grades 4-6 Science and Math
- Higher Education rethink beyond coverage methods
- Impose will on those responsible for transportation
- Collaborate on Overhaul
- Work as a region to improve our self esteem (Be our own Best Advocate)
- Do more Stop Lists
- Understanding the emerging techs, create Idea Lab
- Personal Future
- Preparing workforce through education for emerging
- Creating a single vision - between different agencies and boards
- More community involvement with businesses and students
- Economic Department beef up international component
- Add to attracting talent that will be developed and retention of talent
- ID Industries to Bring to Area
- Address challenge of private doing business in public sector
- Re-Invent ourselves annually (Public Sector/Don't have good business models/More cross agency education and role in larger vision)
- Read ZAP
- Invent Management Academy for I.E. (Buy vision or can't join)
- Build Trust with Businesses and Employers
- Become Innovative Ourselves